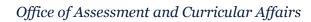# BACHELOR OF ARTS IN eMARKETING: ANNUAL ASSESSMENT PLAN & FINDINGS
2022-2023 ACADEMIC YEAR

2022 – 2023 CURRICULUM MAP

	PLO 1 Evaluate marketing situations and make informed marketing decisions.	PLO 2 Examine the significance of global markets and the universal marketing processes to develop global marketing plans applying alternative media approaches.	PLO 3 Apply computer applications used by the emarketing profession in an e-business solution.	PLO 4 Assess the business as an integrated system including the relations among the functional business areas, and the application long-range planning, implementation and business control systems.
MGT 330: Management for Organizations	I	I		I
CGD 218 Visual Literacy in Business	I			
BUS 311: Business Law	I			I
ECO 204: Principles of Microeconomics	I	I		I
ACC 205: Principles of Accounting				I
BUS 308 Statistics for Managers	I			I
BUS 330 Principles of Marketing	R	I	R	I
BUS 317 Introduction to Advertising	R	R	R	R
BUS 336 Marketing Strategy	R	R	R	R
BUS 350 Consumer Behavior	R	R	R	R
BUS 339 Marketing Research	R	R	R	R
BUS 343 International Marketing	R	I	R	R

BUS 352 e-Business	R	R	R	R
BUS 455 Internet & Social Media Marketing	R	R	R	R
BUS 495 e-Marketing Capstone	M	M	M	M

I(INTRODUCED) R (REINFORCED) M (MASTERED)

ANNUAL ASSESSMENT PLAN FINDINGS					
PLO 1 - Evaluate marketing situations and make informed marketing decisions.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA

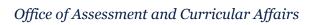| Direct Measure 1: BUS 336 Final Project	70% of BA eMarketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	20	25	20 out of 25 (80.00%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	**1. EXCEEDS THE ACCEPTABLE TARGET**
Direct Measure 2: BUS 455 Final Project	70% of BA eMarketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	4	4	4 out of 4 (100.00%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	**1. EXCEEDS THE ACCEPTABLE TARGET**

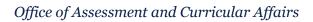|					
Indirect Measure 1: BUS 495: e-Marketing Capstone End of Course Survey – The quality of my educational experience has been met.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either "Agree" or "Strongly Agree."	18	21	18 out of 21 (85.71%) of students exiting the program Agree or Strongly Agree that the quality of my educational experience has been met.	**1. EXCEEDS THE ACCEPTABLE TARGET**
Indirect Measure 2: BUS 495: e-Marketing Capstone End of Course Survey – Course assignments require me to think critically.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either "Agree" or "Strongly Agree."	18	20	18 out of 20 (90.00%) of students exiting the program agree or strongly agree that the course assignments require me to think critically.	**1. EXCEEDS THE ACCEPTABLE TARGET**

PLO 2 - Examine the significance of global markets and the universal marketing processes to develop global marketing plans applying alternative media approaches.					
MEASURE	**ACCEPTABLE TARGET**	**TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET**	**TOTAL NUMBER OF STUDENT RECORDS OBSERVED**	**ASSESSMENT RESULTS:** **PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET**	**ASSESSMENT RESULTS:** **1. EXCEEDS THE ACCEPTABLE TARGET** **2. MEETS THE ACCEPTABLE TARGET** **3. DOES NOT MEET THE ACCEPTABLE TARGET** **4. INSUFFICIENT DATA**
Direct Measure 1: BUS 336 Final Paper	70% of BA eMarketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	16	20	16 out of 20 (80.00%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this	**1. EXCEEDS THE ACCEPTABLE TARGET**

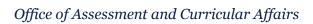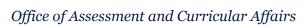|					
				PLO at the Introduced level.	
Direct Measure 2: BUS 455 Final Project	70% of BA eMarketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	4	4	4 out of 4 (100.00%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	**1. EXCEEDS THE ACCEPTABLE TARGET**
Indirect Measure 1: BUS 495: e-Marketing Capstone End of Course Survey – The quality of my educational experience has been met.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either "Agree" or "Strongly Agree."	18	21	18 out of 21 (85.71%) of students exiting the program Agree or Strongly Agree that the quality of my educational experience has been met.	**1. EXCEEDS THE ACCEPTABLE TARGET**

Indirect Measure 2: BUS 495: e-Marketing Capstone End of Course Survey – Course assignments require me to think critically.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either "Agree" or "Strongly Agree."	20	21	20 out of 21 (95.23%) of students exiting the program agree or strongly agree that the course assignments require me to think critically.	1. EXCEEDS THE ACCEPTABLE TARGET

PLO 3 - Apply computer applications used by the emarketing profession in an e-business solution.

MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA

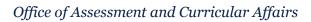| Direct Measure 1: BUS 339 Final Project	70% of BA eMarketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	552	665	552 out of 665 (83.00%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	**1. EXCEEDS THE ACCEPTABLE TARGET**
Direct Measure 2: BUS 455 Final Project	70% of BA eMarketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	4	4	4 out of 4 (100.00%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	**1. EXCEEDS THE ACCEPTABLE TARGET**

Indirect Measure 1: BUS 495: e-Marketing Capstone End of Course Survey – The quality of my educational experience has been met.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either "Agree" or "Strongly Agree."	18	21	18 out of 21 (85.71%) of students exiting the program Agree or Strongly Agree that the quality of my educational experience has been met.	**1. EXCEEDS THE ACCEPTABLE TARGET**
Indirect Measure 2: BUS 495: e-Marketing Capstone End of Course Survey – Course assignments require me to think critically.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either "Agree" or "Strongly Agree."	20	21	20 out of 21 (95.23%) of students exiting the program agree or strongly agree that the course assignments require me to think critically.	**1. EXCEEDS THE ACCEPTABLE TARGET**

PLO 4 - Assess the business as an integrated system including the relations among the functional business areas, and the application long-range planning, implementation and business control systems.					
MEASURE	**ACCEPTABLE TARGET**	**TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET**	**TOTAL NUMBER OF STUDENT RECORDS OBSERVED**	**ASSESSMENT RESULTS:** **PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET**	**1. EXCEEDS THE ACCEPTABLE TARGET** **2. MEETS THE ACCEPTABLE TARGET** **3. DOES NOT MEET THE ACCEPTABLE TARGET** **4. INSUFFICIENT DATA**
Direct Measure 1: BUS 455 Final Paper	70% of BA eMarketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	4	4	4 out of 4 (100.00%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	**1. EXCEEDS THE ACCEPTABLE TARGET**

Direct Measure 2: BUS 336 Final Paper	70% of BA eMarketing students must receive a proficient or distinguished evaluation on relevant content criteria mapped to this PLO.	20	25	20 out of 25 (80.00%) of records evaluated indicated proficient or distinguished performance on this key assignment's content criteria mapped to this PLO at the Reinforced level.	**1. EXCEEDS THE ACCEPTABLE TARGET**
Indirect Measure 1: BUS 495: e-Marketing Capstone End of Course Survey – The quality of my educational experience has been met.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either "Agree" or "Strongly Agree."	18	21	18 out of 21 (85.71%) of students exiting the program Agree or Strongly Agree that the quality of my educational experience has been met.	**1. EXCEEDS THE ACCEPTABLE TARGET**
Indirect Measure 2: BUS 495: e-Marketing Capstone End of Course Survey – Course assignments require me to think critically.	70% or more of students exiting the program will express satisfaction on the End of Course Survey by indicating either "Agree" or "Strongly Agree."	20	21	20 out of 21 (95.23%) of students exiting the program agree or strongly agree that the course assignments require me to think critically.	**1. EXCEEDS THE ACCEPTABLE TARGET**

OVERALL RECOMMENDATIONS

Overall, it is recommended that the Program Lead for the Bachelor of Arts in eMarketing review the assessment plans (including measures used, alignment mapping, and targets set) and Curriculum Map in preparation for the 2023-2024 assessment cycle. This will determine the appropriateness of the assignments and mapping for each PLO.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT				
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
PLO 1-4	Direct measures.	eMarketing Program Lead, key faculty	In progress	2023/2024 assessment cycle
Action Details	Analyze the curriculum map, indicating, and change if needed, areas where scaffolding of student learning, for example, Introduced, Reinforced and Mastered is accurate.			
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
PLO 1-4	Direct measures.	eMarketing Program Lead, key faculty	In progress	2023/2024 assessment cycle
Action Details	Monitor data for BUS 495, this is the capstone for BA Marketing and been extended to the BA eMarketing. Consider adding BUS 495 as a direct measure once data is available.			
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
PLO 1-4	Direct measure, BUS 455.	eMarketing Program Lead, key faculty	In progress	2023/2024 assessment cycle
Action Details	Monitor data for BUS 455, student records data for this measure are low, monitor and consider changing the direct measure if data for the next assessment cycle is unavailable.			
OUTCOME	**MEASURE**	**KEY/RESPONSIBLE PERSONNEL**	**STATUS**	**ANTICIPATED DATE OF COMPLETION**
PLO1-4	Direct measures.	eMarketing Program Lead, key faculty	In progress	2023/2024 assessment cycle
Action Details	As this program is being discontinued and taught out, monitor the program, including direct and indirect measures, targets, and curriculum map for continuous improvement purposes.			